Policy: Setting the Appointment

Persons Affected

All property office associates

Purpose

The best way to get a caller to lease an apartment is to get them to visit your community. The most effective approach and #1 goal of the telephone presentation is to set an appointment.

An appointment is defined as a specific date and time that a prospective resident commits to visit and tour the community.

Policy

- Set the appointment as soon as possible. The urgency & enthusiasm that you created starts to diminish as soon as the caller hangs up the phone.
- Let the caller know that you want to make sure that you will be there to help them – And make sure you’re there!
- If your caller is reluctant to schedule, try to at least suggest a day & morning/afternoon.
- If you are unsuccessful at setting an appointment, express your excitement about wanting to meet them and that you will follow-up with them.
- Book the appointment immediately in OneSite. This serves as your community’s master appointment book. It may be accessed by anyone to schedule an appointment or assist a prospect. By booking appointments immediately and frequently checking the schedule, double booking or missing an appointment will be minimized.
- Guest cards for the current day’s appointments should be kept in a central location where all team members can access.
- Always ask for the appointment. Not offering or asking for them to visit your community could be perceived as discrimination. When the caller is a member of a protected class, you, your community and Richman Property Services could all be subject to substantial liability & damages.

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